

Dr. Sari Abwa, Engineering the Future: How Experience and Passion Shape Aconvest's Sustainable Solutions



Dr. Sari Abwa is the CEO and Founder of Aconvest, a consultancy specializing in sustainable innovation within the automotive and energy sectors. With over 20 years of experience in executive and consulting roles at leading companies like Porsche, AVL, and Roland Berger, Sari combines deep technical expertise and strategic vision to drive projects focused on efficiency, green hydrogen, and energy transition. Passionate about sustainability and industrial transformation, Sari leads Aconvest in delivering tailored solutions that blend engineering excellence with future-focused clean technologies.

The Birth of Aconvest

We started the interview by asking, “What inspired you to establish Aconvest, and how does it reflect your professional journey in the automotive industry?”

Dr. Sari Abwa replied, "From the beginning of my career, I was passionate about making industrial processes more efficient and sustainable. After spending over two decades in executive and consulting roles at Porsche, AVL, and Roland Berger, I saw an opportunity to bring my unique mix of technical expertise and strategic thinking into my own venture. Aconvest was created with that vision in mind. It allows me to combine engineering, project management, and business development while exploring future-focused areas like green hydrogen and energy transition. Founding Aconvest felt like a natural next step, the result of years of global experience in automotive projects and a deep drive to deliver impactful solutions. Today, the company is a platform for me to help organizations meet the demands of an evolving industrial landscape through smart, sustainable innovation."

Leading Through Challenge

We further asked, “You’ve worked on several large-scale engineering projects. What was the most challenging one, and what did you learn from it?”

Dr. Sari Abwa replied, "One of the most challenging and rewarding projects I led was the development of Porsche’s new powertrain test facility in Weissach. It was the largest single investment in their development center at the time, with 18 test benches and a building for 600 employees. The project required managing around 50 trades and suppliers, along with over 30 internal team members. It called for a high level of coordination, leadership, and the ability to adapt quickly when major parts of the initial plan had to be restructured. The key lessons I took away were the importance of clear communication, staying focused on strategic goals, and the power of teamwork. Successfully delivering that complex project reinforced my belief that great results come from thoughtful planning, resilient execution and a solid collaboration with a great team. (Every great success is the result of great people working together.)"

The Move toward Green Hydrogen

But instead of managing further comparable projects you moved your focus to an entirely new area such as Green Hydrogen production. What was the motivation for this “shift” in orientation? (How do you see the role of hydrogen and renewable energy in the future of industrial innovation?)

Dr. Sari Abwa replied, "It's obvious to me that we (- as a society -) cannot continue emitting carbon at current levels without accepting serious consequences for future generations. Hydrogen and renewable energy are more than emerging trends; they are a viable alternative for fossil fuels and as such essential to the future of industry. At Aconvest together with partners we have developed a project to produce Green Hydrogen that incorporates waste heat recovery. This system can convert nearly 100 percent of renewable energy into hydrogen or usable heat, creating an efficient and sustainable solution. These innovations not only reduce emissions (up to 30.000t of CO₂ annually) but also offer clear economic advantages. I see hydrogen as a vital clean energy source, especially for heavy industries, industrial mobility and sectors where electrification is limited. Industrial innovation will increasingly rely on clean technologies, smart infrastructure, and a shift towards sustainability. Investing in renewable solutions now is key to creating a more resilient and environmentally responsible future."

Blending Engineering Expertise

Then we asked, “What makes Aconvest’s consulting approach unique in the automotive and energy sectors?”

Dr. Sari Abwa replied, "Aconvest offers a tailored, hands-on consulting approach that combines deep industry knowledge with a collaborative mindset. We work closely with our clients, understand their specific challenges, and co-develop practical, result-driven solutions. Our expertise covers a large bandwidth from engineering and process optimization to project management and innovation. We

also apply high standards, such as ASPICE (a method to ensure quality and traceability), particularly in automotive software development. What truly sets us apart is our ability to manage complex transformation projects while keeping sustainability and future-readiness in focus. With real-world experience in hydrogen and renewable energy systems, we also guide clients in adopting green technologies. Our goal is to drive measurable impact through clear thinking, structured execution, and genuine partnership.”

The Outdoor Influence on Leadership

Lastly we asked, “Outside of work, you’ve mentioned a love for sports and nature. How do these passions influence your leadership style?”

“Nature and sports, especially mountain biking and ski mountaineering, play a big role in my life. They help me stay focused, energized, and mentally balanced. Physical challenges outdoors require discipline, resilience, and strategic thinking - all traits that are just as important in business. Spending time in nature also gives me space to reflect and gain clarity, which often leads to better decision-making. These experiences influence my leadership style to be calm, goal-oriented, and empathetic. I believe in leading by example, staying composed under pressure, and encouraging teams to push their limits. Just like navigating a tough trail or climbing a high mountain, leading a project requires preparation, awareness, and the ability to adapt. Nature constantly reminds me to stay humble and grounded, values I bring into my professional relationships and team dynamics.” **Dr. Sari Abwa concluded**

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